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CONTACT:
Earl Marchand, 725-3350

MAYOR WHITE ANNOUNCES PLANS FOR 14-STORY OFFICE-RETAIL BUILDING:
CALLS \$30 MILLION PROJECT "ANOTHER PROGRESSIVE STEP" FOR BACK BAY

Mayor Kevin H. White today announced that a \$30 million, 14-story office and retail building will be constructed in the Back Bay at the corner of Boylston and Exeter streets. The site, presently a parking lot, was formerly occupied by the Kensington Hotel.

The project, which will contain 190,000 square feet of prime office space, is being carried out by the Boylston Partners, a development team headed by Lawrence Ruben of New York City.

"This project represents another progressive step for this vibrant section of our city," Mayor White said. "In addition to its highly-attractive design, which will be compatible with the Back Bay neighborhood, the building will provide more prime office space at a time when this section of the city is establishing itself alongside the downtown as a key location for this important and much-needed type of property."

The brick and glass facades will feature Back Bay oriel window projections and "Mansard" roof treatment for the upper three floors. The Boylston-Exeter corner will be accented by a tapered glass tower.

The ground floor and lower level will be for retail use, with recessed entrances from the street. The marble and glass entrance lobby will feature a landscaped, three-story-high atrium that opens the lower level to full retail exposure.

Along Boylston Street the building will be set back some 32 feet from the curb. The broad sidewalk paving will feature brick borders, with the expanse complemented by large trees. The design conforms in all respects to zoning ordinance restrictions.

BRA Director Robert J. Ryan said, "This is a key parcel on Boylston Street, and it is important that the development conforms with the scale of the surrounding areas."

"We appreciate the cooperation of the Back Bay Architectural Commission, the Neighborhood Association of the Back Bay and the Back Bay Federation in reviewing and approving the design of this project," Ryan added. "Our concern was continuing the retail presence on Boylston Street, and we feel this is a design that incorporates retail use with pedestrian activity on the street level and two sublevels as well."

Architect for the project is the firm of Jung/Brannen Associates.

General contractor for the project is Beacon Construction Company, Inc. The rental agent is Julian J. Studley, Inc.

Excavation for foundation work is scheduled to start immediately. The estimated completion date is February, 1984.

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